

**REMARKS**

**Reconsideration And Allowance  
Are Respectfully Requested.**

Claims 18-21 and 23-25 are currently pending. Claims 1-7 and 22 have been cancelled. Claim 18 has been amended. No new claims have been added. No new matter has been added. As the present amendment neither raises new issues nor requires undue consideration, Applicant respectfully requests reconsideration and entry thereof.

With regard to the cancellation of claims 1-17, these claims have been cancelled in an effort to focus the issues upon the grip defined in claim 18 such that the Examiner may focus his attention upon the patentability of claims 18-21 and 23-25. As such, Applicant has cancelled these claims without prejudice and may decide to further pursue such subject matter in subsequent continuing applications.

With regard to the rejection of claim 18 and those claims dependent thereon, claims 18-23 stand rejected under 35 U.S.C. § 103(a) as being unpatentable over U.S. Patent No. 6,854,163 to Ruana in view of U.S. Patent Application Publication No. 2003/0211900 to Novak et al., Japanese Patent No. 2002/52480 and U.S. Patent No. 5,637,244 to Erokhin. This rejection is respectfully traversed in view of the preceding amendments and the remarks which follow.

Claim 18 has been amended to define a grip having a transparent polymeric body. The polymeric body includes a first end and a second end. The first end is closed and the second end is open for attachment to an article. The transparent polymeric body also includes an inner surface and an outer surface, the inner surface defining a cavity shaped and dimensioned for receiving an

article. The grip further includes a design formed within the polymeric body and between the inner surface and the outer surface of the polymeric body. The grip also includes a light source coupled to the first end of the polymeric body for directing light within the polymeric body from the first end of the polymeric body to the second end of the polymeric body, and onto the design.

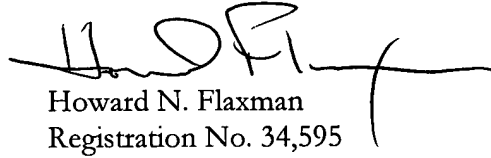
In contrast to the claimed invention, Ruana merely discloses a releasably attachable grip. The grip includes an emitter integral with the first side of the body. As such, the light emitter is not intended to transmit light down the body of the grip in the manner claimed in accordance with the present invention. Rather, the light emitter is intended to merely provide an aesthetically pleasing light presentation along the outer surface of the grip.

With this in mind, it is Applicant's opinion it would not in fact have been obvious to combine the light emitting teachings of Ruana with the modified grip proposed in the Office Action based the disclosures of Novak, the '480 patent and Erokhin. Specifically, there is no teaching in the prior art to extend and/or combine the teachings of Ruana, Novak, the '480 patent and/or Erokhin so as to read upon the pending claims. In fact, the only teaching for providing the claimed grip is found in Applicant's own disclosure and utilization of Applicant's disclosure would constitute impermissible hindsight.

With the foregoing in mind, it is Applicant's opinion amended claim 18 overcomes the prior art of record and Applicant respectfully requests the amendment be entered and the application be passed on for allowance. As to those claims dependent upon independent claim 18, they are also believed to overcome the prior art of record for the reasons presented above with regard to independent claim 18.

It is believed that this case is in condition for allowance and reconsideration thereof and early issuance is respectfully requested. If it is felt that an interview would expedite prosecution of this application, please do not hesitate to contact Applicant's Representative at the below number.

Respectfully submitted,



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